



MBA DEGREE EXAMINATIONS: APRIL / MAY 2023

(Regulation 2022)

Second Semester

MASTER OF BUSINESS ADMINISTRATION

P22MPB2413: Procurement and Supply Chain Management

COURSE OUTCOMES

- CO1:** Explain the fundamental concepts in supply chain management and its applications in business organisations
- CO2:** Propose suitable tools and techniques of supply chain management for taking effective supply chain decisions
- CO3:** Display analytical thinking skills in the application of suitable supply chain tools and techniques for improving supply chain efficiency

Time: Three Hours

Maximum Marks: 100

PART A (1Q x 20 Marks = 20 Marks) Case Analysis

- 1 Akaga Corporation distributes video game terminals throughout India. The marketing manager estimates the demand for next year to be 500 units per month. The base price of video game terminal is Rs 500 and cost of placing an order is Rs. 5000. The estimated holding cost is 20% of the base price per unit per year. The video game terminals are imported from suppliers from Japan and the delivery lead time is 1 month. Design an inventory policy for Akaga Corporation. Estimate EOQ, number of orders per year, time between the order and total annual inventory cost if EOQ is ordered. CO3 [K₅]

PART B (5Q x 4 Marks = 20 Marks)

- 2 Amazon's SCM has a strategic fit with its competitive strategy of being the retailer of choice for its customers. Identify the factors which helps the Amazon to improve their SCM performance? CO1 [K₃]
- 3 List the supply chain process involved in making the bar of Lux soap that you have just picked up from your neighborhood retail store. CO1 [K₁]

- 4 You have just taken responsibility for purchasing at a major international logistics company, and you are reviewing all the fuel purchases over the past two years. The company spends a fortune on fuel, and it is hired you, in part, to look for ways to cut costs. CO2 [K₁]
How could you possibly reduce costs on such a necessary, but ultimately scattered, commodity using the Kraljic portfolio purchasing model?
- 5 What kind of seasonality (stock) are you likely to see if you are the manager of Barbeque Nation Restaurant. CO1 [K₁]
- 6 List the features of 3PL service providers. CO1 [K₁]

Part – C (3Q x 20 Mark = 60 marks) Answer Any Three Questions only

- 7 From your experience, identify your favorite laptop brand and differentiate it with other brand with respect to competitive advantage, efficiency, and responsiveness. Explain the role of drivers and enablers that have helped your laptop company in reducing supply chain cost. CO2 [K₅]
- 8 The decision to outsource is based on the growth in supply chain surplus provided by the third party and the increase in risk incurred by using a third party. Discuss how do third parties increase the supply chain surplus in W.W. Grainger and McMaster-Carr products? CO2 [K₆]
- 9 The success of an organization depends largely on the efficient role of logistics in supply chain management. Examine some of the major roles of logistics in the supply chain of Automobile assembling plant. CO2 [K₄]
- 10 Dell displays all its product information over the Internet. Customers can identify all options available for a personal computer they want to purchase. Dell also shares demand and inventory information on-line with its suppliers. Evaluate the impact of E-Business on Dell performance. CO2 [K₅]
